EC 87-R-4

EC87-R-4

Introduction to the Economic Censuses

- Retail Trade
- Wholesale Trade
- Service Industries
- Transportation
- Manufactures
- Mineral Industries
- Construction Industries

U.S. Department of Commerce
BUREAU OF THE CENSUS

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You Can Use These Data!

The economic censuses are the primary source of facts about the structure and functioning of the Nation's economy. Census reports yield essential information for government, business, and the general public.

Market share	*Businesses compare their sales to census totals for their industry or local area.*
Targeting sales	*Firms use census data to lay out sales territories, allocate advertising, and locate new stores and offices.*
Business-to-business marketing	*Firms supplying services to business use census data on location of economic establishments to identify concentrations of industries targeted for marketing.*
	Manufacturers look at statistics on materials consumed to find out what industries use their products.
Operating ratios	*Businesses compare their operating ratios to census averages.*
Research	*Consultants and researchers use census data to analyze changes in economic structure and geographic concentration.*
Monitor business activity	*Associations and chambers of commerce study census results to alert their members to local and national developments.*
Economic development	*State and local agencies monitor census data to understand their economic base and attract business.*

This booklet describes—

	Page
• The 1987 Economic Censuses	1
• How the data are classified . . .	
by industry	2
by geography	5
• Major data items	5
• How the data are published	9
• How the 1987 censuses differ from the 1982 and earlier censuses	13
• Where to get additional information	15

INTRODUCTION

The economic censuses offer detailed information once every five years about the Nation's economy, from the national to the local level.

The 1987 Economic Censuses consist of the

- Census of Retail Trade
- Census of Wholesale Trade
- Census of Service Industries
- Census of Transportation
- Census of Manufactures
- Census of Mineral Industries
- Census of Construction Industries

and several related programs, including statistics on minority- and women-owned businesses. The Census of Agriculture and the Census of Governments are conducted separately.

The statistics in the 1987 Economic Censuses relate to activity during calendar year 1987. The data were collected from over 3 million individual businesses in early 1988, reviewed by Census Bureau staff, and issued in over 700 printed reports and a variety of electronic media starting in October 1988. There are so many different types of statistics and data products that it takes more than two years to release them all.

The economic censuses are mandated by law under Title 13 of the United States Code (sections 131, 191, and 224). The law requires firms to respond, but it also requires the Census Bureau to maintain the confidentiality of the information firms report. The law specifies penalties both for firms who fail to report and for Census employees if they were to disclose confidential information. No data are published that could reveal the identity or activities of any specific individual or firm. Individual questionnaires cannot be used for taxation, investigation, or regulation.

HOW THE DATA ARE CLASSIFIED

Industrial Classification

Statistics for the economic censuses are collected and published primarily in terms of the "establishment." An establishment is a business or industrial unit at a single physical location that produces or distributes goods or performs services, for example, a single store or factory. Many companies or firms own or control more than one establishment, and those establishments can be located in different areas or be engaged in different kinds of business. The economic censuses collect separate information for each establishment, rather than just company totals, so that more detailed data can be published for each industry and area.

The reports and tabulations issued in the economic censuses are based on the revised Standard Industrial Classification (SIC) system, as defined by the U.S. Office of Management and Budget. The SIC categorizes establishments by the type of activity in which they are engaged.

The SIC system classifies the Nation's economic activities at four levels of detail:

SIC level	*Example*
Broad industrial divisions	Manufacturing
Two-digit major groups	SIC 35, Industrial Machinery and Equipment
Three-digit industry groups	SIC 357, Computer and Office Equipment
Four-digit industries	SIC 3572, Electronic Computers

This hierarchic structure allows data to be presented at whatever level of industry detail is appropriate. The Census Bureau also has developed a system of classifying manufactured and mineral products by extending the 490 manufacturing and mining SIC industries into about 1,500 five-digit product classes and 11,000 seven-digit products.

Coverage

The economic censuses cover most of the economy. Figure 1 below portrays the major sectors and their relative contribution to the 1987 Gross National Product. It shows that the 1987 Economic Censuses, together with the 1987 Census of Agriculture and 1987 Census of Governments, which were conducted at the same time, cover about 74 percent of the Nation's economy. The economic censuses will be expanded for 1992 to include most of the remaining sectors, increasing overall coverage of the economy to 98 percent (see figure 2).

Figure 1.

Coverage of the 1987 Economic Censuses
[In Terms of Contribution to the 1987 GNP]

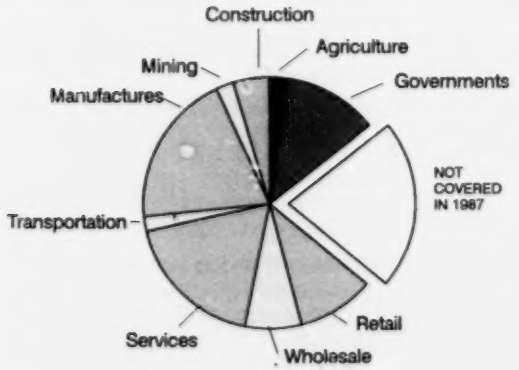

Figure 2.

SIC Coverage in Census Programs

The economic censuses cover more than 800 of the approximately 1,000 industries within the SIC system. When the economic censuses are expanded for 1992, to include communications, utilities, other transportation industries, finance, insurance, and real estate, industrial coverage will increase to about 950 industries.

SIC range	Economic Sector
01–02, 07–09	**Census of Agriculture** (not reported by SIC; excludes agricultural services, forestry, and fisheries)
10–14	**Census of Mineral Industries**
15–17	**Census of Construction Industries**
20–39	**Census of Manufactures**
40–49	**Census of Transportation** (the 1987 censuses include motor freight trucking, water transportation, and transportation services. Rail, air, highway and passenger transportation, pipe lines, communication, and utilities will be included beginning in 1992)
50–51	**Census of Wholesale Trade**
52–59	**Census of Retail Trade**
60–67	Finance, insurance, real estate (not covered in 1987, but included beginning in 1992)
70–89	**Census of Service Industries** (excludes elementary and secondary schools; colleges; and labor, political, and religious organizations)
91–97	**Census of Governments** (not reported by SIC)
99	Nonclassifiable units (not covered)

Geographic Classification

In general, the most detailed data are published for the Nation as a whole. Key statistics also are available for States, metropolitan statistical areas (MSA's), counties, cities and other places with 2,500 or more inhabitants, and, to a limited extent, ZIP Codes. The level of geographic detail varies by census, as shown in figure 3.

Figure 3.
Geographic Areas in 1987 Economic Censuses

Census	States	MSA's	Counties	Places 2500+	ZIP Codes
Retail Trade	X	X	X	X	X
Wholesale Trade	X	X	X	X	
Service Industries	X	X	X	X	X
Transportation	X	X			
Manufactures	X	X	X	X	X
Mineral Industries	X		X		
Construction Ind.	X	X			

Within each census, fewer statistics appear for smaller areas than for larger areas to avoid disclosing information about individual firms.

BASIC CENSUS CONTENT

Several key statistics are tabulated for all industries covered in the censuses:

- Number of establishments
- Number of employees
- Payroll
- Measure of output (sales, receipts, value of shipments, or value of work done)

Other items vary from sector to sector, as illustrated in figure 4 below, which differentiates those items reported (●) for the Nation, States, MSA's, counties, and places; (Z) for ZIP Code areas; (M) for States and MSA's; (S) for States; or (N) at the national level only.

Figure 4.
Major Data Items Published in the Final Reports of the Economic Censuses by Geographic Level of Detail

NUMBER OF ESTABLISHMENTS AND FIRMS	
Establishments with payroll	
Establishments without payroll (nonemployers)	
Single-unit and multi-unit establishments	
Establishments by legal form of organization	
Firms	
EMPLOYMENT	
All employees	
Production (construction) workers/hours	
Employment size of establishment	
Employment related to exports	
PAYROLL	
All employees, entire year	
All employees, first quarter	
Production (construction) workers	
Supplemental labor costs, legal/voluntary	
SALES, RECEIPTS, OR VALUE OF SHIPMENTS/CONSTRUCTION WORK DONE	
Establishments with payroll	
Establishments without payroll	
By specific product, line, or type of constr.	
By class of customer	
Sales size of establishment	
Value of exports	
OPERATING EXPENSES	
Total	
Cost of materials, etc.	
Specific materials consumed (quantity/cost)	
Cost of fuels	
Cost of electricity	
Energy consumed (quantity/cost)	
Contract work	
Products bought or sold (resales)	
Advertising	
Rental payments	
Communications services	
Purchased repairs	
OTHER	
Value added	
Net income produced	
Capital expenditures, total	
New	
Depreciable assets, gross value of building/equipment (end of 1986, 1987)	
Inventories (end of 1986, 1987)	
Specialization by type of manuf'g/construction	
Water use	

[1] States and counties only.
[2] State and metropolitan area data available only in computerized media.

[Legend: ● – National, States, MSA's, Counties, and Places. M – MSA's, States and National. S – State and National. N – National only, Z – ZIP Codes.]

Retail Trade	Wholesale Trade	Service Industries	Transportation	Manufactures	Mineral Industries	Construction Industries
●,Z	●	●,Z	M	●,Z	●	M
●		●				S
N	N	N		S	N	N
●	N	●	N	S	N	N
N	N	N	N	S	N	
●,Z	●	●,Z	M	●	●[1]	M
				●	●	S
N,Z	N	N,Z	N	●	●	S
				S		
●,Z	●	●,Z	M	●	●	M
●	●	●	M			S
				●	●	S
N	N	N		S	S	S
●,Z	●	●,Z	M	●	●	M
●		●				S
M[2]	M[3]			N	S	S
N	N	N		N		
N,Z	N	N,Z	N	N	N	S
		N[4]		S		
N	S	N[4]				
	N			●	●	M
	N			N	N	
N	N	N		S	S	M
N	N	N				
				S	S	
	N			S	S	M
				S	S	
N	N	N				
N	N	N		S	S	S
N	N	N		S	S	S
N	N	N		S		S
N	N			●	●	●
N	N					
N	N	N		S	●	●
N	N	N		●	S	S
N	N	N		S	S	S
N	S			S	S	S
				N		N
	N			S	S	

[3] Selected States and metropolitan statistical areas.
[4] For selected industries only.

SPECIAL CENSUS PROGRAMS

Minority- and Women-Owned Businesses

Tabulations of sales, employment, payroll, and legal form of organization by industry and geographic area for businesses owned by–

- Blacks
- Hispanics
- Asian Americans, American Indians, other minorities
- Women

Characteristics of Business Owners

Data for firms owned by Blacks, Hispanics, other minorities, and women are presented alongside data for a comparison group of businesses owned by nonminority males. Other data include–

- Ownership characteristics (e.g., age, education, percent ownership, participation in management)
- Business characteristics (e.g., acquisition, financing, before-tax income or loss)

Enterprise Statistics

Data records from the basic censuses for establishments under common ownership or control are regrouped to show various economic characteristics of the owning or controlling firms at the national level. Data also are included on separately reported auxiliary establishments of multiestablishment firms covered in the censuses.

Transportation Survey

The Truck Inventory and Use Survey reports on the physical characteristics and operational use of the nation's 39 million private and commercial trucks.

Economic Censuses of Outlying Areas

These special censuses provide data on retail trade, wholesale trade, service industries, construction industries, and manufactures (but not minerals or transportation), similar to those for the United States, for –

- Puerto Rico
- U.S. Virgin Islands
- Guam
- Northern Mariana Islands

PUBLICATIONS

The results of the 1987 Economic Censuses appear in a variety of media.

Printed reports for the individual economic censuses are issued in a number of different series, as summarized in figure 5. The most common are—

Geographic Area Series (all sectors) provide detail for States and sub-State areas. Most are issued in separate reports for each State.

Industry Series (manufactures, mining and construction) provide national totals for groups of related industries and their products, with limited data for States. Preliminary reports issued in early 1989 are superseded by final reports several months later.

Subject Series (all sectors) provide national and limited State and MSA data on topics of special interest. These include retail *Merchandise Line Sales, Concentration Ratios in Manufacturing*, and *Establishment and Firm Size*.

Nonemployer Statistics (retail trade and services) complement the geographic area reports for employer establishments.

Electronic media consist of **computer tapes** for large computers, and **CD-ROM** (compact disc-read only memory) and **flexible diskettes** for microcomputers. These media contain much of the same data as the printed reports, but in a form that can be used with commercially available data base, spreadsheet, graphics, or statistical software.

A few series *(ZIP Code Statistics, Merchandise Lines Sales* for States and MSA's, *Location of Manufacturing Plants)* are issued only in computerized form.

The sets of files listed in figure 6 are sold separately on computer tape and diskette. The easiest way to get the data on CD-ROM is to subscribe to the entire series (price $475); you will receive an updated disc every three or four months.

CENDATA®, the Census Bureau's online service, provides selected highlights from the economic censuses as well as updates on the availability of other products.

You can request **ordering information** for all economic census data products by returning the form at the back of this brochure.

Figure 5. **Approximate Publication Schedule for 1987 Economic Census Reports**

Census Title	Series Title	Series Designation
RETAIL TRADE	Geographic Area	RC87-A-1 to 51
	U.S. Summary	RC87-A-52
	Subject	RC87-S1,2, and 4
	Merchandise Line Sales:	
	United States	RC87-S-3
	States and MSAs	RC87-S-3
	Nonemployer Statistics	RC87-N-1 to 4
	Special report	RC87-SP
	ZIP Code Statistics	RC87-Z
WHOLESALE TRADE	Geographic Area	WC87-A-1 to 51
	U.S. Summary	WC87-A-52
	Subject	WC87-S-1, 2, and 4
	Commodity Line Sales:	
	United States	WC87-S-3
	15 States, 15 MSAs	WC87-S-3
SERVICE INDUSTRIES	Geographic Area	SC87-A-1 to 51
	U.S. Summary	SC87-A-52
	Subject	SC87-S-1 to 4
	Nonemployer Statistics	SC87-N-1 to 4
	ZIP Code Statistics	SC87-Z
TRANSPORTATION	Geographic Area	TC87-A-1
	Subject	TC87-S-1
	Truck Inventory and Use Survey	TC87-A-1 to 51
	U.S. Summary	TC87-A-52
MANUFACTURES	Preliminary Industry	MC87-I-20A(P) to 39D(P)
	U.S. Summary	MC87-SUM-1(P)
	Industry	MC87-I-20A to 39D
	Geographic Area	MC87-A-1 to 51
	Subject	MC87-S-1 to 7
	Location of Manufacturing Plants	MC87-LM
	Analytical: Exports	AR87-1 to 2
MINERAL INDUSTRIES	Preliminary Industry	MIC87-I-10A(P) to 14E(P)
	U.S. Summary	MIC87-I-SUM-1(P)
	Industry	MIC87-I-10A to 14E
	Geographic Area	MIC87-A-1 to 9
	Subject	MIC87-S-1 to 3
CONSTRUCTION INDUSTRIES	Preliminary Industry	CC87-I-1 (P) to 27(P)
	U.S. Summary	CC87-I-28(P)
	Industry	CC87-I-1 to 27
	U.S. Summary	CC87-I-28
	Geographic Area	CC87-A-1 to 9
	U.S. Summary	CC87-A-10
	Subject	CC87-S-1
OTHER	Outlying Areas	OA87-E-1 to 8
	Enterprise Statistics	ES87-1 to 3
	Minority-Owned Business Enterprises	MB87-1 to 4
	Women-Owned Businesses	WB87-1
	Characteristics of Business Owners	CBO87-1

[1] Except where noted with the symbol @, electronic files (tape, CD-ROM, diskette) become available at roughly the end of the range of dates shown for corresponding reports.

[2] Media for release:

P	Printed report	C2	CD-ROM Vol. 2
T	Computer tape	D	Diskette; Dp – Part on diskette
C1	CD-ROM Vol. 1	O	highlights from the report on CENDATA

Projected Availability of Printed Reports[1]

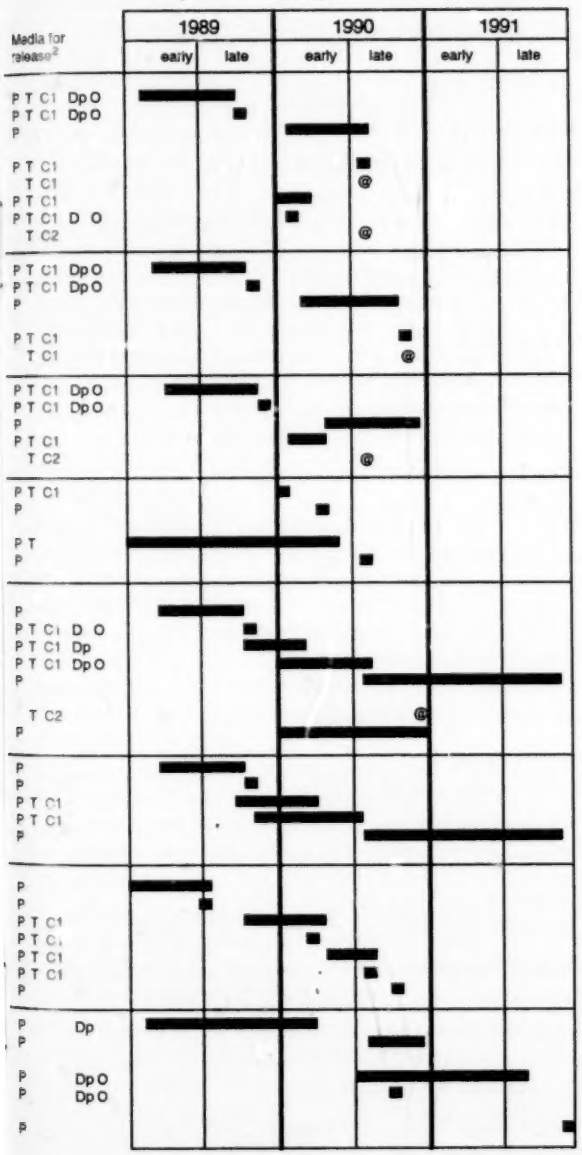

Figure 6
Files Available in Electronic Formats

Sector and report series	Approx. timing	Computer-readable media: Tape	CD-ROM	Diskette
Retail Trade				
Geographic Area Series	Fall 89	YES	Vol 1	Part
Nonemployer Statistics	Early 90	YES	Vol 1	
Special Report	Early 90	YES	Vol 1	All
ZIP Code Statistics#	Fall 90	YES	Vol 2	
Merchandise Line Sales for States and MSA's#	Summer 90	YES	Vol 1	
Wholesale Trade				
Geographic Area Series*	Early 90	YES	Vol 1	Part
Commodity Line Sales for 15 States, 15 MSA's#	Early 91	YES	Vol 1	
Service Industries				
Geographic Area Series*	Fall 89-Early 90	YES	Vol 1	Part
Nonemployer Statistics	Early 90	YES	Vol 1	
ZIP Code Statistics#	Fall 90	YES	Vol 1	
Transportation				
Geographic Area Series	Early 90	YES	Vol 1	
Truck Inventory and Use Survey (not on CD-ROM)	Fall 90	YES		
Manufactures				
U.S. Summary (Prelim.)	Fall 89	YES	Vol 1	All
Industry Series (Final)	Spring 90	YES	Vol 1	Part
Geographic Area Series*	Summer-Fall 90	YES	Vol 1	Part
Location of Manufacturing Plants#	Fall 90	YES	Vol 2	
Mineral Industries				
Industry Series (Final)	Spring 90	YES	Vol 1	
Geographic Area Series	Summer-Fall 90	YES	Vol 1	
Construction Industries				
Industry Series (Final)	Summer 90	YES	Vol 1	
Geographic Area Series	Summer 90	YES	Vol 1	

* Released on a flow basis
\# Not available in print

WHAT'S NEW FOR 1987?

SIC Changes. 1987 data are reported in terms of the newly revised SIC system. Selected reports include "bridge" tables showing 1987 data classified according to the old (1972–1982) SIC system, for direct comparison with 1982 data in the 1982 census reports. Most SIC's, however, have remained comparable between the 1982 and 1987 censuses.

New Metropolitan Definitions. A new set of metropolitan areas—metropolitan statistical areas (MSA's), consolidated metropolitan statistical areas (CMSA's), and primary metropolitan statistical areas (PMSA's)—have replaced the standard metropolitan statistical areas (SMSA's) and standard consolidated statistical areas (SCSA's) shown in 1982 census publications. Most of the titles are unchanged, but about one third of the metropolitan areas have new boundaries.

Fewer Preliminary Reports. There are no preliminary reports for retail trade, wholesale trade, and services. Preliminary data for manufactures have been consolidated into fewer reports. These changes and various processing improvements for the 1987 censuses helped expedite production of final reports, enabling the Census Bureau to release the data earlier than for previous censuses.

Separate Nonemployer Reports. For 1987, data for retail trade and service industries establishments with no paid employees (e.g., "mom and pop" stores) are published in separate reports.

Two Series Discontinued. The major retail centers (MRC) series and the Commodity Transportation Survey were cancelled for the 1987 censuses, for budgetary reasons.

More Data in Computerized Form. More files are being released on computer tape than for any previous census. The publication of statistics on CD-ROM for microcomputers is a breakthrough for the individual data user.

Advance Ordering. For the first time, it is possible to order census reports in advance of their publication and be assured of prompt delivery.

Other Differences From Previous Censuses

For retail trade, wholesale trade, and services –

- Expanded data on the service sector (hospitals are covered, and additional information is provided on international services transactions)
- Expanded merchandise-line information
- For the first time, limited retail trade and service industries data for individual ZIP Codes (computerized media only)
- A new special report on retail trade shows rankings and other analytical measures for States and MSA's.
- The number of establishments includes those in business at any time during the year, not just those that were in business at the end of the year.

For transportation –

- New establishment statistics include motor freight, water transportation, and all transportation services (SIC major industry groups 42, 44, and 47)

For manufactures –

- More comparability between production statistics and foreign trade data
- More comprehensive data on manufacturers that export
- New data on the foreign content of domestically produced products
- Additional data on industries where partial fabrication overseas is prevalent
- For the first time, limited data on manufacturing industries for individual ZIP Codes (computerized media only)

For construction –

- "Value of construction work done," rather than receipts data, is the primary measure of construction activity
- Data on more detailed types of business in Industry Series reports

FOR MORE INFORMATION ON THE ECONOMIC CENSUSES

There are a number of sources that provide detailed information about the censuses, the availability of census results, and how to obtain published reports and other data products. Use the form on the back cover to request copies of these references.

- ***Guide to the 1987 Economic Censuses and Related Statistics***
  This comprehensive booklet describes the scope, coverage, classifications, data items, and publications for each of the economic censuses, and for related surveys that provide monthly, quarterly and annual data. The **Guide** also reviews other Census Bureau data series (agriculture, foreign trade, population, housing, etc.) that provide information of value to economic statistics users.
- ***An Introduction to the 1987 Economic Censuses (Videotape)*** An overview of the 1987 Economic Censuses and related programs, provided in a 17-minute VHS video. The video is especially useful in libraries, staff training, and college classrooms.
- ***Economic Censuses Publication Order Forms***
  These forms list every data product planned for the 1987 Economic Censuses, including prices, stock numbers, and scheduled release dates.
- ***Census and You***
  A monthly newsletter covering the censuses and related programs, and their data products. ***Census and You*** also announces conferences and workshops, describes new data releases and reference materials. and provides answers to user questions.
- ***Census Catalog and Guide***
  This annual publication describes all data products issued by the Census Bureau from 1980 to the start of the nominal year. It lists, for example, all products from the 1982 Economic Censuses. It also lists sources for more information, including Census Bureau specialists by subject (and their phone numbers), State Data Centers and affiliates, and depository libraries.
- ***Monthly Product Announcement***
  A free monthly publication that contains ordering information for every product released by the Census Bureau during the previous month.

FOR PERSONAL ASSISTANCE

General and Publication Information

For information about economic data in general, and on the availability of publications or computerized products, contact–

Customer Services (301) 763-4100
Bureau of the Census
Washington, DC 20233

Detailed Content Information

For information about the contents of specific censuses, programs or data products, contact–

Retail Trade	(301) 763-7038
Wholesale Trade	763-5281
Service Industries	763-7039
Transportation	
Establishment data	763-2662
Truck, commodity surveys	763-2735
Manufactures	
Durable Goods	763-7304
Nondurable Goods	763-2510
Mineral Industries	763-5938
Construction Industries	763-7546
Minority- and Women-Owned Businesses	763-5517
Enterprise Statistics	763-1758
Puerto Rico and other Outlying Areas	763-8564
Data uses and CD-ROM	763-1792

For **Local Assistance**

Resources in your area for more information about the economic censuses. Addresses are shown in the *Census Catalog and Guide*.

Regional Offices in 12 large cities are listed on the back cover. Information specialists can answer questions about availability and uses of census data.

State Data Centers and their affiliates, located in all States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, have recent reports and computer tapes for their respective areas.

Business and Industry Data Centers are a special initiative underway in several States; the centers and their affiliates specialize in economic data and services for the business community.

Government Depositories in the reference sections of many university and large public libraries maintain collections of economic census reports.

PLEASE SEND ME MORE INFORMATION ABOUT THE 1987 CENSUSES

- ☐ **Guide to the 1987 Economic Censuses and Related Statistics**

Economic Censuses Publication Order Forms

- ☐ Retail Trade, Wholesale Trade, Service Industries, Transportation
- ☐ Manufactures and Mineral Industries
- ☐ Construction
- ☐ Special Census Programs (Enterprise Statistics, Minority Owned Businesses, Women Owned Businesses, and Outlying Areas)
- ☐ Electronic Media

Other Items of Interest

- ☐ Order form for Video tape: "An Introduction to the 1987 Economic Censuses"
- ☐ Order forms for the monthly newsletter *Census and You,* the annual *Census Catalog and Guide* and *Monthly Product Announcement*
- ☐ Brochure describing **CENDATA®**, the Census Bureau's online service
- ☐ Guide to the 1987 Census of Agriculture

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